

Appl. No. : 09/710,690  
Filed : December 10, 2000

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**Amendments To The Claims**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1-20(cancelled)

21. (Previously Presented) A method, comprising:

receiving an order over the Internet at a server, via a web-based interface,  
said order received from a consumer, said order specifying at least one product to be purchased;

receiving payment information from said consumer over the Internet;

based on said receiving said order and said payment, determining one of a plurality of different order fulfillment locations to send said at least one product to said consumer;

sending contents from said order, from said one of said order fulfillment locations based on said determining, to the consumer, using a shipping method;

Appl. No. : 09/710,690  
Filed : December 10, 2000

subsequent to said sending, allowing the consumer to return the contents from said order to a local retailer, different than said server and different from said one of said order fulfillment locations, and

responsive to said consumer returning said contents, refunding the payment received as part of said payment information.

22. (Previously Presented) A method as in claim 21, further comprising maintaining an inventory management system that determines for said plurality of fulfillment locations, amounts of inventory maintained at least at a plurality of said fulfillment locations.

23. (Previously Presented) A method as in claim 22, wherein said determining comprises determining an order fulfillment location to send said product which is physically closest to said consumer.

24. (Previously Presented) A method as in claim 22, wherein said determining comprises determining an order fulfillment location to send said product which is within a specified mailing time to said consumer.

**Appl. No.** : 09/710,690  
**Filed** : December 10, 2000

25. (Previously Presented) A method as in claim 22, further comprising storing information indicative of inventory at local retailers, and also storing information indicative of other local retailers, and using said information to select one of said retailers to send said products, and using said refund of said item to increase an indication of a number of items stored at said retailer.

26. (Previously Presented) A method as in claim 21, wherein said order fulfillment locations have different names than a name associated with said server which receives said order, and wherein said order fulfillment location receives said name associated with said server.

27. (Previously Presented) A method as in claim 26, further comprising rebranding the order at the order fulfillment location using said name associated with said server.

28. (Previously Presented) A method as in claim 21, further comprising informing the order fulfillment location when the consumer returns a product.

**Appl. No.** : 09/710,690  
**Filed** : December 10, 2000

29. (Previously Presented) A method as in claim 22, further comprising analyzing orders to determine product trends based on geographic territory.

30. (Previously Presented) A method as in claim 22, further comprising analyzing orders to determine product trends based on demographics.

31. (Previously Presented) A method, comprising:

- receiving an order over the Internet at a server, via a web-based interface, said order received from a consumer, said order specifying at least one product to be purchased;
- receiving payment information from said consumer over the Internet;
- based on said receiving said order and said payment, determining one of a plurality of different order fulfillment locations to send said at least one product to said consumer, wherein said order fulfillment locations have different names than a name associated with said server which receives said order, and wherein said order fulfillment location receives said name associated with said server;
- rebranding the order at the order fulfillment location using said name associated with said server;

Appl. No. : 09/710,690  
Filed : December 10, 2000

sending contents from said order to the consumer, from said one of said order fulfillment locations based on said determining, and including said rebranding, using a shipping method, said sending being to said consumer.

32. (Previously Presented) A method as in claim 31, further comprising, subsequent to said sending, allowing the consumer to return the contents from said order to a local retailer different than said server and different from said one of said order fulfillment locations, and

responsive to said consumer returning said contents, refunding the payment received as part of said payment information.

33. (Previously Presented) A method as in claim 31, further comprising maintaining an inventory management system that determines for said plurality of fulfillment locations, amounts of inventory maintained at least at a plurality of said fulfillment locations.

34. (Currently Amended) A system, comprising:  
an Internet server, running a program having a web-based interface, capable of receiving an order from a consumer, where said order specifies at least one

**Appl. No.** : 09/710,690  
**Filed** : December 10, 2000

product to be purchased, and which also receives payment information from said consumer over the Internet;

an inventory management system, maintaining information indicative of inventory, and determining one of a plurality of different order fulfillment locations to send said at least one product to said consumer, and sending information to said one order fulfillment location, indicating that said order should be sent to said consumer using a shipping method [[,]]; .

a return system, which determines that the consumer has returned the contents from said order to a local retailer different than said server and different from said one of said order fulfillment locations, and responsive to said consumer returning said contents, refunding the payment received as part of said payment information.

35. (Previously Presented) A system as in claim 34, wherein said order fulfillment locations have different names than a name associated with said server which receives said order, and wherein said order fulfillment location receives said name associated with said server.

**Appl. No.** : 09/710,690  
**Filed** : December 10, 2000

36. (Previously Presented) A system as in claim 35, further comprising a rebranding system that rebrands the order at the order fulfillment location using said name associated with said server.